

Retail Farm Marketing in Northeast Ohio

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INTRODUCTION

The increasing interest of Ohio fruit and vegetable growers in retail marketing prompted this census and analysis of such markets in 11 counties in northeastern Ohio. Northeast Ohio was chosen as the area for study because it is the major fruit producing area in Ohio and has a large urban population.

The northeast Ohio area is composed of 22 counties, five of which border on Lake Erie (Figure 1). Ashtabula County leads in fruit production in Ohio, with Lorain County second. The leading northeast county in vegetable production is Stark County, with Lorain County second. The study included all farm markets operating from permanent structures in 11 of the 22 counties.

OBJECTIVES

The major objectives of this study were to:

1. Describe and classify typical northeastern Ohio farm markets.
2. Determine the method of operation, type of construction, labor needs, and other factors for successful farm market operation.
3. Obtain information which would facilitate later studies of farm market operation.

PROCEDURE

Two limitations were placed on the selection of markets for study. The first was to include only farmer-operated markets which produce at least one-third of the merchandise sold. Selection was also limited to permanent stands, storages, or other sales rooms. This eliminated a large number of markets which sold from tables, crates on the ground, and other temporary facilities.

All markets meeting these tests were included in the census. The 11 counties were selected by applying a formula in which the counties were arrayed on the basis of a weighted value of production of fruits and vegetables combined. Every other county in the array was selected.

A questionnaire was developed which included the major variables in the operation of a successful farm market. An enumerator then traveled to each county and, with the aid of the county extension agent and market operators, located all roadside retail establishments in the

county. Data were obtained by personally interviewing operators of the 118 retail markets which qualified under the conditions and limitations of the study.

FINDINGS

Types of Markets

The markets were grouped into five categories on the basis of their major methods of sale:

Sales from Stand Only: No storage connected with stand. Household refrigerator or refrigerated display cases were not considered as stor-

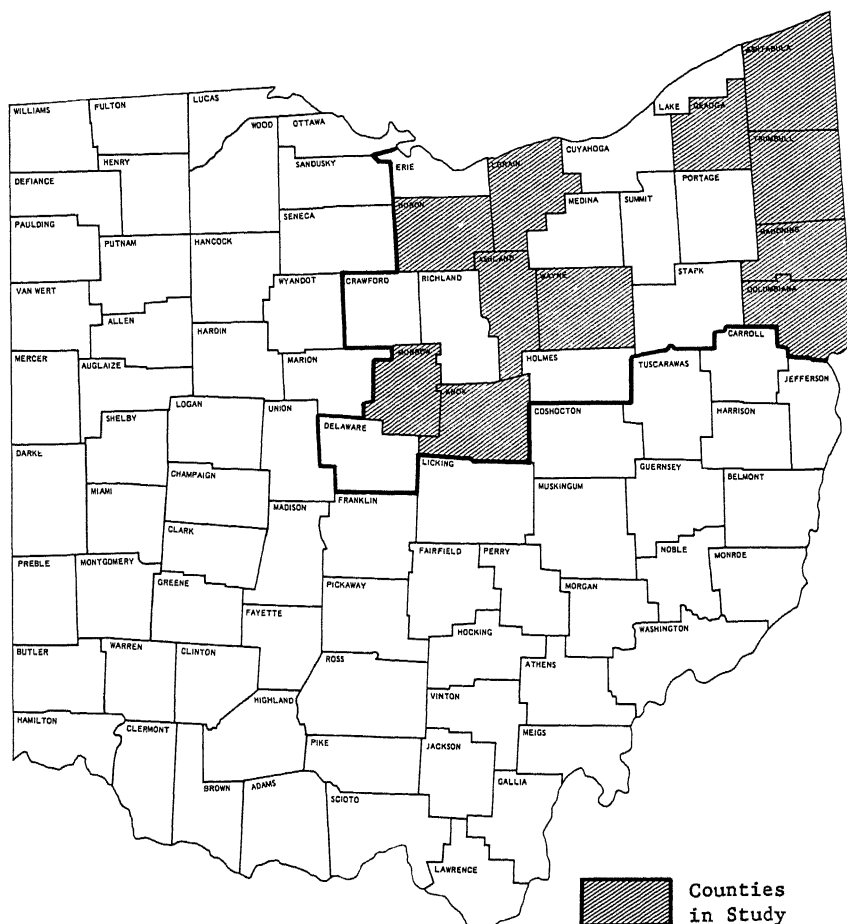


Fig. 1.—Location of 11 northeast Ohio counties included in retail farm market study.

age. In some cases, the operator had other storage in a separate location.

Sales from Market with Connected Storage: The retail market is the major part of the structure, with storage a secondary part.

Sales from Storage or Packing House: Retail sales are made from storage or packing house facility, with no separate sales room.

Sales Room in Packing House or Storage: The packing house or storage is the main facility and contains a separate sales room.

Pick-Your-Own: Mostly pick-your-own sales with some sales at a market building. Those selling only on pick-your-own basis were not included.

Of the 118 farm markets, 40 were in the Sales from Stand Only category; 35, Sales Room in Packing House or Storage; 19, Sales from Market with Connected Storage; 18, Sales from Storage or Packing House; and 6, Pick-Your-Own.

Location, Size, and Type of Construction

Of the total markets in the study, 98 percent were located on the operator's farm (Table 1). In more than one-third of the markets, the market structure or stand covered 600 square feet or more in area. Almost one-fifth of all markets had undefined sales areas.

Wood construction was the most common, accounting for 69 percent of all markets. Concrete block construction was second, with 19 percent of all markets.

Description of Display Area

Twenty-six percent of the markets had display areas of 600 square feet or more, with only 7 percent having less than 100 square feet (Table 2). Undefined sales areas were characteristic of the Sales from Storage or Packing House and Pick-Your-Own categories. The Sales from Market with Connected Storage category had the greatest proportion (42 percent) of markets with sales area of 600 or more square feet.

Only 5 percent of the markets had refrigerated or partially refrigerated display areas. However, in the Sales from Market with Storage category, 11 percent of markets had some partly refrigerated display area.

Description of Storage

The nature of the storage available to the market varied greatly (Tables 3 and 4). Of the markets in the Sales from Storage or Packing House, Sales Room in Packing House or Storage, and Pick-Your-Own groups, 50 percent or more had refrigerated storage only. Of all markets, 51 percent had cold storage of their own and another 5 percent rented cold storage space. Forty-four percent did not have refrigerated storage available.

Forty-one percent of all markets had storage capacity (either cold, common, or both) between 1,000 and 4,999 bushels and 43 percent had between 5,000 and 19,999 bushels.

Season and Months of Operation

Markets varied greatly in the number of months operated during the year and in the season of operation (Tables 5 and 6). Only 15 percent of these markets were open throughout the year. Sixty-five percent of the markets were open 6 months or more. Thirty-four percent of the markets operated during the summer-fall-winter season only.

Ten percent of the markets were not open during the summer, 69 percent were not open during the spring, 10 percent were not open in the fall, and 44 percent were not open in the winter.

June, July, and August were the opening months for 66 percent of all markets (20 percent, 23 percent, and 23 percent, respectively). Closing months were centered in two seasons—early spring and fall. March was the closing month for 13 percent of all markets; April, 21 percent; October, 11 percent; and November, 15 percent.

Days in Operation and Opening and Closing Hours

Eighty-six percent of the markets were open 7 days a week during the season of operation (Table 7). Of these, 14 percent had different weekend hours than weekday hours. About 44 percent of the markets did not have regular opening or closing hours. Of those having definite opening and closing hours, 31 percent opened before 9 a.m. and 23 percent closed at 9 p.m. or later.

Ownership and Number of Years in Operation

Most farm markets (95 percent) were owned by the operator (Table 8). Only 7 percent of the markets had been in operation less than 5 years and 78 percent had been in operation 10 years or more. A higher percentage (17 percent) of markets in operation less than 5 years were in the Sales from Stand Only category, which had the least fixed investment of any of the sales methods. Eleven percent of all markets in the study had been in operation 40 years or more. In the Sales from Stand Only or Pick-Your-Own categories, no markets were as old as 40 years.

Who Tends the Market

Hired help was used in only 31 percent of the markets in the study (Table 9). Utilization of hired help increased in the Pick-Your-Own and Sales from Market with Connected Storage categories. The husband or operator worked in 92 percent of the markets and the operator's wife worked in 82 percent.

For all markets, 54 percent of the workers were husband and/or wife and 30 percent were other family members. Only 16 percent of the workers were hired help.

Hours Worked per Week by Husband, Wife, Other Family, and Hired Workers

In 52 percent of the markets, the husband and wife worked 40 hours or more a week and in 36 percent of the markets they had no definite hours (Tables 10 and 11). Only 18 percent of all markets had hired help totaling 40 hours or more per week.

Markets in the Sales from Market with Connected Storage category appeared to have more definite hours than markets in the other categories. In the Sales from Storage or Packing House category, 60 percent of the markets had no definite hours for husband or wife. In the Sales from Market with Connected Storage category, only 16 percent of the markets had no definite hours.

Fruits and Vegetables Sold

Apples were the most common fruit sold, with 89 percent of all markets handling them (Tables 12 and 13). Peaches were sold in 80 percent of the markets. Pears were third, plums fourth, and strawberries fifth, with 63 percent, 56 percent, and 44 percent of the markets offering these fruits.

Sweet corn was sold in 55 percent, tomatoes in 50 percent, squash in 42 percent, pumpkins in 39 percent, and cantaloupes in 35 percent of all markets in the study. Potatoes were sold in only 31 percent of the markets.

Other Items Sold

Cider was merchandised in 67 percent, eggs in 33 percent, honey in 20 percent, and vinegar in 19 percent of the markets (Table 14). Of the non-food items, flowers and plants were sold in 13 percent of the markets, with candy, soft drinks, and groceries in 6 percent.

Produce Specialties

In 31 percent of the markets, apples were the specialty (Table 15). Apples and peaches were specialties in 14 percent of the markets, sweet corn and strawberries in 16 percent, and strawberries, sweet corn, and potatoes in 13 percent. Only 16 percent of the markets reported no specialty.

Percent of Fruits and Vegetables Grown on Own Farm

Only 5 percent of the markets did not grow any of the fruit sold and 5 percent did not grow any of the vegetables sold (Table 16). Sixty-four percent of the market operators grew all fruit sold and 31 percent of the operators grew all vegetables sold through their markets.

All markets in the study sold fruit during some period. Thirty-six percent of the markets did not sell vegetables.

Acreages of Fruits and Vegetables

Of all markets in the study, only 6 percent were on farms where fruit was not grown. Forty-five percent of the markets were on farms where vegetables were not produced (Tables 17, 18, and 19).

Fruit was grown by operators of the 118 markets on 4,761 acres and vegetables were grown on 1,201 acres. The average fruit acreage of market operators raising fruit was 42.9 acres. Those raising vegetables averaged 18.2 acres of vegetables. None of the market operators in the Pick-Your-Own category raised vegetables.

About 80 percent of the market operators in the study grew apples, with 38 percent having 25 or more acres of apples. Peaches, next in importance, were produced by 69 percent of the operators. Grapes were grown by 17 percent, cherries by 41 percent, sweet corn by 45 percent, and potatoes by 17 percent of the market operators.

Markets Offering Pick-Your-Own

Of the total markets in the study, 35 percent offered pick-your-own sales (Table 20). Average value of pick-your-own sales from all markets for 1962 was \$2474 and average sales for 1963 were \$869. Average value of sales for the Pick-Your-Own category was \$6916 for 1962 and \$3000 for 1963. The difference between years was due to the extremely poor crop in 1963 caused by severe freezing.

Local Clientele

Approximately 16 percent of all markets sold entirely to local people (families living within a 5-mile radius) (Table 21). The clientele of two-thirds of the markets were 90 percent or more local.

Annual Gross Sales

Total gross sales reported by the 118 markets were \$1,352,680 for 1962 and \$1,099,205 for 1963. Gross sales in 1963 were affected considerably by the severe freeze. Average gross sales per market were \$11,971 for 1962 and \$10,273 for 1963.

Approximately 69 percent of all markets had gross sales of less than \$10,000. Because some markets had sales in excess of \$100,000, average sales figures are rather distorted. The Sales from Market with Connected Storage category led all categories in average gross sales, with \$17,806 in 1962 and \$14,413 in 1963.

Lorain County led in number of markets in the survey. Ashtabula County was leader in total sales, with \$430,100 in 1962 and \$446,525 in 1963. Ashtabula County also had the highest average sales per market, with \$33,085 in 1962 and \$34,348 in 1963.

Adequacy of Records

It was observed that records kept by most operators were highly inadequate. Only 15 or 20 markets of the 118 in the study had records which might be termed adequate for making business decisions. Even these were lacking in many respects.

DISCUSSION

It is apparent that farm markets in Northeast Ohio are more closely related to fruit production than to vegetable production. As stated earlier, all markets in the study sold fruit of some kind and 36 percent of the markets did not sell vegetables (Table 16).

The severe winter of 1962-63 and the resulting freeze injury to fruit crops in 1963 greatly affected sales for that year. Sales for 1963 were below 1962 sales in 8 of the 11 counties (Table 23). The effect is particularly apparent in pick-your-own sales (Table 20). Average value of pick-your-own sales was \$2,474 in 1962, compared to only \$869 in 1963.

The sales of \$1,352,680 and \$1,099,205 by the 118 farm markets in 1962 and 1963 constitute a significant volume of business. They also represent attempts of 118 farmers to improve income by taking advantage of local market situations in selling their produce. Each of these markets is a significant factor in the supply of fresh produce to consumers in the local market area as well as in the livelihood of the farmers. They add to the variety of market outlets available to consumers and in many instances help to provide a vital link between farmer and non-farmer in an era when little other contact exists.

In addition to the 118 markets studied in the 11-county area, probably two or three times that many markets are set up seasonally for a few weeks. Crates or movable tables are used when there are no permanent facilities for selling. A study in Franklin County indicated that these non-permanent farm sellers (often backyard and part-time farmer-producers) had sales equivalent to about 4 percent of the total retail sales by farmers. In northeastern Ohio, where more fruit is produced, these producers without permanent stands who sell at retail may be even more important.

Another volume of retail sales involves the farmer who occasionally sells items to neighbors, friends, and others but who definitely is not in the retail business. Such sales in the Franklin County study amounted to about as much in total as sales reported by farm retail markets. However, only 10 percent of these sales were fresh produce items. If a similar situation exists in the 11 northeastern counties, the total farm sales of produce direct to consumers would have amounted to approxi-

mately \$680,000. The total of direct farm-to-consumer sales in this area of the state apparently equaled about 1.4 percent of estimated cash receipts from sales of agricultural products of \$137.4 million in these counties in 1962.

Total retail food sales in these 11 counties in 1962 were 260 times as great as in the 118 farm markets. However, fresh produce accounts for only about 7.5 percent of sales from retail food stores. This means that about \$27 million in fresh produce items were sold in 1962 in retail food stores in this area of the state. If it is assumed that 90 percent of the total sales in farm markets are fresh fruit and vegetable items and that sales by non-permanent or seasonal stands are 100 percent fresh produce, total retail produce sales by farmers in the area were approximately \$1.9 million or 7 percent of the total of retail food store produce sales.

As the retail margin in food stores climbs for fresh fruits and vegetables, so does the opportunity for successful farm roadside marketing. The extent of the opportunity seems limited primarily by the business acumen of the farmer-marketer and his willingness to "think retail." The farm market operator also must be willing and able to manage two full-time jobs during at least part of the year when seasonal production and sales demand it.

TABLE 1.—Location, Size, and Type of Construction, 118 Farm Markets, Northeastern Ohio, 1964.

	Sales from Stand Only	Sales from Market with Storage	Sales from Storage or Packing House	Sales Room in Packing House or Storage	Pick-Your-Own and Sales from Market	All Markets
Location of Market or Stand	(Percent of Markets)					
On Operator's Farm	98	100	94	100	100	98
Off Operator's Farm	2	—	6	—	—	2
Total	100	100	100	100	100	100
Size of Market or Stand (Square Feet)						
Under 100	10	5	—	—	—	4
100-199	23	—	—	6	—	9
200-299	15	5	—	11	—	9
300-399	10	5	—	17	—	9
400-499	5	5	—	17	16	9
500-599	5	5	—	11	—	6
600-more	32	75	—	38	16	35
No Defined Area	—	—	100	—	68	19
Total	100	100	100	100	100	100
Type of Construction						
Wood	85	58	61	60	83	69
Stone	—	—	—	6	—	2
Concrete Block	5	32	33	20	17	19
Brick	2	10	—	6	—	4
Other	8	—	6	8	—	6
Total	100	100	100	100	100	100

TABLE 2.—Description of Display Area, 118 Farm Markets, Northeastern Ohio, 1964.

	Sales from Stand Only	Sales from Market with Storage	Sales from Storage or Packing House	Sales Room in Packing House or Storage	Pick-Your-Own and Sales from Market	All Markets
Size of Display Area (Square Feet)	(Percent of Markets)					
Less than 25	—	—	—	—	—	—
25-99	15	11	—	—	—	7
100-199	26	14	12	9	—	15
200-299	10	11	—	23	—	12
300-399	15	11	5	14	—	12
400-499	2	11	—	11	—	6
500-599	2	—	5	14	—	6
600-more	30	42	—	29	17	26
No Defined Area	—	—	78	—	83	16
Total	100	100	100	100	100	100
Refrigeration of Display Area						
Partly Refrigerated	8	11	—	3	—	5
Not Refrigerated	92	89	100	97	100	95
Total	100	100	100	100	100	100

TABLE 3.—Description of Storage Area Used, 118 Farm Markets, Northeastern Ohio, 1964.

	Sales from Stand Only	Sales from Market with Storage	Sales from Storage or Packing House	Sales Room in Packing House or Storage	Pick-Your-Own and Sales from Market	All Markets
Storage Area Used			(Percent of Markets)			
Store in Market Only	88	—	—	—	17	31
Store in Market and Refrigerator	5	—	—	—	—	2
Store in Market and Refrigerator Room	7	63	—	52	—	28
Store in Market and Non-Refrigerated Room	—	5	—	11	—	4
Market, Refrigerated Room and Non-Refrigerated Room	—	11	—	37	—	13
Market, Refrigerator, and Non-Refrigerated Room	—	21	—	—	—	3
Refrigerated Storage Only	—	—	50	—	50	10
Non-Refrigerated Storage Only	—	—	50	—	33	9
Total	100	100	100	100	100	100

TABLE 4.—Description of Type of Storage Used, 118 Farm Markets, Northeastern Ohio, 1964.

	Sales from Stand Only	Sales from Market with Storage	Sales from Storage or Packing House	Sales Room in Packing House or Storage	Pick-Your-Own and Sales from Market	All Markets
Type of Storage Used	(Percent of Markets)					
Cold Only	15	32	50	54	50	36
Dry or Common Only	30	5	17	11	17	18
Cold and Common	7	—	23	32	17	16
Rents Cold Storage	7	5	5	3	—	5
Rents Dry Storage	—	—	—	—	—	—
No Other Storage	41	58	5	—	16	25
Total	100	100	100	100	100	100
Total Capacity of Storage (bu.)						
Cold less than 1,000	22	33	15	13	—	19
1,000-4,999	64	50	15	38	25	41
5,000-9,999	—	6	40	28	50	21
10,000-19,999	14	11	15	18	25	16
20,000-more	—	—	15	3	—	3
Total	100	100	100	100	100	100
Common less than 1,000	25	20	44	—	25	19
1,000-4,999	50	60	14	87	25	56
5,000-9,999	25	20	14	13	50	21
10,000-19,999	—	—	14	—	—	2
20,000-more	—	—	14	—	—	2
Total	100	100	100	100	100	100
Cold and Common						
Less than 1,000	21	16	12	6	—	12
1,000-4,999	59	47	18	37	17	41
5,000-9,999	8	21	35	20	50	22
10,000-19,999	8	16	18	31	33	21
20,000-24,999	4	—	6	3	—	2
25,000-more	—	—	11	3	—	2
Total	100	100	100	100	100	100

TABLE 5.—Seasons and Months of Operation, 118 Farm Markets, Northeastern Ohio, 1964.

	Sales from Stand Only	Sales from Market with Storage	Sales from Storage or Packing House	Sales Room in Packing House or Storage	Pick-Your-Own and Sales from Market	All Markets
Seasons of Operation	(Percent of Markets)					
Open All Year	15	21	11	17	—	15
Spring and Summer Only	10	5	—	—	—	4
Summer Only	10	11	—	3	—	6
Spring-Summer-Fall	17	21	6	3	—	11
Summer and Fall Only	28	11	11	11	68	20
Summer-Fall-Winter	20	21	61	46	16	34
Fall Only	—	5	6	3	16	3
Fall and Winter Only	—	5	—	17	—	6
Fall-Winter-Spring	—	—	5	—	—	1
Total	100	100	100	100	100	100
Number of Months Open						
1	2	—	—	—	—	1
2	2	—	—	—	16	2
3	15	16	11	6	—	11
4	15	11	—	6	16	9
5	15	5	—	11	52	12
6	8	5	6	9	—	7
7	13	11	11	—	—	8
8	5	20	22	22	16	16
9	5	11	11	22	—	12
10	—	—	22	6	—	5
11	5	—	6	—	—	2
12	15	21	11	18	—	15
Total	100	100	100	100	100	100

TABLE 6.—Opening and Closing Months, 118 Farm Markets, Northeastern, Ohio, 1964.

	Sales from Stand Only	Sales from Market with Storage	Sales from Storage or Packing House	Sales Room in Packing House or Storage	Pick-Your-Own and Sales from Market	All Markets
Opening Month	(Percent of Markets)					
April	5	5	—	3	—	3
May	10	21	—	—	—	7
June	30	21	22	6	33	20
July	17	21	34	28	—	23
August	23	—	22	31	50	23
September	—	11	11	9	17	7
October	—	—	—	3	—	1
November	—	—	—	3	—	1
Open All Year	15	21	11	17	—	15
Total	100	100	100	100	100	100
Closing Month						
January	3	5	—	5	—	3
February	—	5	—	3	—	2
March	3	5	28	23	—	13
April	12	11	27	35	17	21
May	3	—	6	3	—	3
June	—	—	6	—	—	1
August	7	—	—	—	—	3
September	10	5	—	3	—	5
October	20	16	—	3	17	11
November	20	16	11	5	50	15
December	7	16	11	3	16	8
Open All Year	15	21	11	17	—	15
Total	100	100	100	100	100	100

TABLE 7.—Days of Week in Operation and Opening and Closing Hours, 118 Farm Markets, Northeastern Ohio, 1964.

	Sales from Stand Only	Sales from Market with Storage	Sales from Storage or Packing House	Sales Room in Packing House or Storage	Pick-Your-Own and Sales from Market	All Markets
Days of Week Open	(Percent of Markets)					
All	70	95	83	57	66	72
All (with Different Weekend Hours)	13	5	11	23	17	14
Monday Thru Saturday	17	—	6	20	17	14
Total	100	100	100	100	100	100
Opening Hours						
Before 9 a.m.	35	42	17	34	—	31
9-9:59 a.m.	15	31	—	12	17	15
10-12 Noon	17	16	5	3	—	10
No Certain Hour	33	11	78	51	83	44
Total	100	100	100	100	100	100
Closing Hours						
5-6:59 p.m.	8	5	—	23	—	10
7-8:59 p.m.	35	16	22	17	17	24
9 or Later	25	74	—	9	—	23
No Certain Hour	32	5	78	51	83	43
Total	100	100	100	100	100	100

TABLE 8.—Ownership and Number of Years in Operation, 118 Farm Markets, Northeastern Ohio, 1964.

	Sales from Stand Only	Sales from Market with Storage	Sales from Storage or Packing House	Sales Room in Packing House or Storage	Pick-Your-Own and Sales from Market	All Markets
Ownership and Operation			(Percent of Markets)			
Own and Operate	95	95	100	94	83	95
Lease from Others	5	5	—	—	17	3
Other	—	—	—	6	—	2
Total	100	100	100	100	100	100
Years in Operation						
Less than 5	17	—	6	—	—	7
5-9	10	32	11	8	50	15
10-19	35	32	22	29	33	31
20-29	18	21	22	17	17	19
30-39	20	5	22	23	—	17
40-49	—	10	11	17	—	8
50 and more	—	—	6	6	—	3
Total	100	100	100	100	100	100

TABLE 9.—Who Tends the Market, 118 Farm Markets, Northeastern Ohio, 1964.

Workers or Personnel	Sales from Stand Only	Sales from Market with Storage	Sales from Storage or Packing House	Sales Room in Packing House or Storage	Pick-Your-Own and Sales from Market	All Markets
			(Percent of Markets)			
Self (Husband)	85	94	100	94	100	92
Wife	77	89	77	85	83	82
Children	40	52	33	42	33	41
Other Family	27	15	16	8	16	17
Hired Help	17	47	22	37	66	31
			(Percent of Workers Family and Non-family)			
Husband and/or Wife	53	46	64	55	59	54
Other Family	34	31	25	31	14	30
Hired Help	13	23	11	14	27	16

TABLE 10.—Total Hours Worked per Week by Husband and Wife Combined and by Other Family and Hired Labor, 118 Farm Markets, Northeastern Ohio, 1964.

Total Hours Worked	Sales from Stand Only	Sales from Market with Storage	Sales from Storage or Packing House	Sales Room in Packing House or Storage	Pick-Your-Own and Sales from Market	All Markets
	(Percent of Markets)					
Husband/Wife or Both						
0-19	5	5	6	3	—	4
20-39	8	5	11	5	—	7
40-59	22	5	11	15	33	16
60-79	22	32	6	20	—	19
80-99	13	21	6	9	—	11
100-119	—	11	—	3	—	3
120-more	—	5	—	5	17	3
No Certain Hours	30	16	60	40	50	37
Total	100	100	100	100	100	100
Other Family (Total)						
0-19	10	5	—	3	—	5
20-39	19	37	11	17	—	19
40-59	8	—	—	9	17	6
60-79	10	5	6	11	—	8
80-99	3	5	—	—	—	2
100-119	—	—	—	—	—	—
120-more	—	—	—	—	—	—
No Certain Hours	13	11	33	20	33	19
None	37	37	50	40	50	41
Total	100	100	100	100	100	100
Hired (Total)						
0-19	5	—	—	9	17	5
20-39	—	5	6	11	50	8
40-59	5	16	6	9	—	8
60-79	3	5	—	—	—	2
80-99	3	5	6	5	—	4
100-119	—	11	—	—	—	2
120-more	3	5	—	—	—	2
No Certain Hours	—	—	—	—	—	—
None	81	53	82	66	33	69
Total	100	100	100	100	100	100

TABLE 11.—Average Number of Hours Worked by Husband or Wife, Other Family, and Hired Workers, 118 Farm Markets, Northeastern Ohio, 1964.

Work per Week	Sales from Stand Only	Sales from Market with Storage	Sales from Storage or Packing House	Sales Room in Packing House or Storage	Pick-Your-Own and Sales from Market	All Markets
	(Percent of Markets)					
Husband or Wife or Bath						
Less than 10	—	—	6	—	—	1
10-19	8	5	6	3	—	5
20-29	10	5	11	20	16	13
30-39	27	41	11	17	16	23
40-49	18	11	—	14	16	13
50-59	3	11	—	—	—	3
60-more	5	11	6	6	—	6
No Certain (Varies)	29	16	60	40	52	36
Total	100	100	100	100	100	100
Other Family (Total)						
Less than 10	3	5	—	3	—	3
10-19	18	—	—	3	—	7
20-29	12	5	11	20	—	13
30-39	10	37	6	3	—	11
40-49	5	5	—	—	—	3
50-59	—	—	—	3	—	1
60-more	3	—	—	3	—	2
No Certain (Varies)	12	11	33	20	33	18
None	37	37	50	45	67	42
Total	100	100	100	100	100	100
Hired (Total)						
Less than 10	—	—	—	—	—	—
10-19	5	—	6	9	17	6
20-29	—	—	—	9	33	4
30-39	—	21	—	5	17	6
40-49	5	16	11	11	—	10
50-59	5	11	—	—	—	3
60-more	3	—	—	—	—	1
No Certain	—	—	—	—	—	—
None	82	52	83	66	33	70
Total	100	100	100	100	100	100

TABLE 12.—Fruit Sold and Percent of Markets Handling Each Fruit, 118 Farm Markets, Northeastern Ohio, 1964.

Fruit Sold	Sales from	Sales from	Sales from	Sales Room in	Pick-Your-Own	All
	Stand Only	Market with	Storage or	Packing House	and Sales	
		Storage	Packing House	or Storage	from Market	Markets
			(Percent of Markets)			
Apples	82	94	83	97	100	89
Peaches	77	89	77	80	83	80
Pears	65	73	50	62	66	63
Plums	57	73	55	45	66	56
Strawberries	60	73	38	17	33	44
Cherries	32	73	27	31	50	38
Grapes	35	57	16	28	33	33
Raspberries	40	57	5	22	33	32
Blueberries	2	15	5	5	16	6
Oranges	7	15	—	5	—	6
Bananas	5	15	—	—	—	4
Other Citrus	5	5	—	2	—	3
Other Fruits	—	5	—	5	16	3

TABLE 13.—Vegetables Sold and Percent of Markets Handling Each, 118 Farm Markets, Northeastern Ohio, 1964.

Vegetables Sold	Sales from Stand Only	Sales from Market with Storage	Sales from Storage or Packing House	Sales Room in Packing House or Storage	Pick-Your-Own and Sales from Market	All Markets
			(Percent of Markets)			
Sweet Corn	92	73	27	25	—	55
Tomatoes	85	73	22	22	—	50
Squash	67	68	16	20	—	42
Pumpkins	60	68	27	14	—	39
Cantaloupe	55	63	16	14	—	35
Cucumbers	60	63	5	11	—	34
String Beans	57	68	—	5	—	32
Peppers	57	57	—	11	—	32
Potatoes	4	57	22	8	—	31
Cabbage	50	63	—	8	—	29
Watermelon	45	57	—	5	—	26
Onions	45	52	—	5	—	25
Lima Beans	40	57	—	2	—	23
Lettuce	22	47	—	2	—	16
Asparagus	12	31	—	2	—	10
Greens	12	10	—	—	—	5
Carrots	2	15	—	—	—	3
Peas	2	10	—	—	—	2
Cauliflower	2	5	—	—	—	1
Rhubarb	2	—	—	—	—	1
Other	2	10	—	2	—	3

TABLE 14.—Other Items Sold and Percent of Markets Handling Each Item, 118 Farm Markets, Northeastern Ohio, 1964.

Other Items Sold	Sales from Stand Only	Sales from Market with Storage	Sales from Storage or Packing House	Sales Room in Packing House or Storage	Pick-Your-Own and Sales from Market	All Markets
	(Percent of Markets)					
Food						
Cider	72	68	61	68	50	67
Eggs	52	57	5	20	—	33
Honey	37	62	11	22	16	20
Vinegar	17	21	27	20	—	19
Apple Butter	17	21	16	14	16	16
Maple Syrup	10	10	11	8	—	9
Cheese	5	10	5	—	—	4
Jellies	2	—	—	5	16	3
Smoked Meats	7	5	—	—	—	3
Poultry	5	5	—	2	—	3
Apple Syrup	5	—	—	—	—	1
Non-Food						
Flowers and Plants	22	31	—	2	—	13
Candy, Pop, and Groceries	10	21	—	—	—	6
Shrubs	2	15	—	—	—	3
Garden and Lawn Supplies	2	—	—	—	—	1

TABLE 15.—Items Classified as Specialties by Market Operators, 118 Farm Markets, Northeastern Ohio, 1964.

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Specialty Items	Sales from Stand Only	Sales from Market with Storage	Sales from Storage or Packing House	Sales Room in Packing House or Storage	Pick-Your-Own and Sales from Market	All Markets
			(Percent of Markets)			
Apples	13	16	39	51	67	31
Apples, Peaches	13	32	17	9	—	14
Peaches	10	5	17	—	17	8
Apples, Cider	5	5	6	4	—	8
Sweet Corn, Strawberries	10	16	—	—	—	16
Strawberries, Sweet Corn, Potatoes	—	5	11	—	—	13
Pears	—	—	6	3	—	2
Strawberries, Raspberries, Peaches	5	—	—	—	—	2
Apples, Peaches, Strawberries	5	—	—	—	—	2
Sweet Corn, Tomatoes	3	—	—	—	—	2
Strawberries, Raspberries	5	—	—	—	—	2
Sweet Corn	3	5	—	—	—	2
Strawberries, Tomatoes	3	5	—	—	—	2
Apples, Peaches, Cider	—	—	—	3	—	1
Apples, Potatoes	—	—	—	3	—	1
Raspberries, Peaches	—	—	—	3	—	1
Apples, Turkeys	—	—	—	3	—	1
Tomatoes, Peppers	—	—	—	3	—	1
Poultry, Dressed	3	—	—	—	—	1
Potatoes, Eggs	3	—	—	—	—	1
Greenhouse Tomatoes, Geraniums	3	—	—	—	—	1
Cantaloupe	3	—	—	—	—	1
Eggs	3	—	—	—	—	1
Peaches, Strawberries	3	—	—	—	—	1
Apples, Cider, Eggs	3	—	—	—	—	1
Raspberries	3	—	—	—	—	1
Apples, Tomatoes	—	5	—	—	—	1
Sweet Cherries	—	5	—	—	—	1
Plants	—	—	—	3	—	1
None	8	—	6	6	17	6

TABLE 16.—Percent of Fruit and Vegetables Sold Which Are Grown by Operator, 118 Farm Markets, Northeastern Ohio, 1964.

	Sales from Stand Only	Sales from Market with Storage	Sales from Storage or Packing House	Sales Room in Packing House or Storage	Pick-Your-Own and Sales from Market	All Markets
Percent of Fruit Grown	(Percent of Markets)					
100	48	34	72	88	100	65
90	12	22	16	6	—	12
80	3	11	—	3	—	3
75	8	17	6	3	—	7
60	3	—	—	—	—	1
50	8	—	6	—	—	3
Less than 10	3	—	—	—	—	1
None Grown	12	5	—	—	—	5
Unknown	3	11	—	—	—	3
Total	100	100	100	100	100	100
Percent of Vegetables Grown						
100	48	21	44	11	—	31
90	10	5	6	—	—	5
80	3	5	—	—	—	2
75	10	16	—	3	—	7
60	—	11	—	—	—	2
50	3	16	—	6	—	5
40	3	—	—	—	—	1
25	—	5	—	3	—	2
Less than 10	5	—	—	6	—	3
None Sold	10	16	44	60	100	34
None Grown	3	—	6	11	—	5
Unknown	5	5	—	—	—	3
Total	100	100	100	100	100	100

TABLE 17.—Acreages of Fruits and Vegetables Grown, 118 Farm Markets, Northeastern Ohio, 1964.

Acreage	Sales from Stand Only	Sales from Market with Storage	Sales from Storage or Packing House	Sales Room in Packing House or Storage	Pick-Your-Own and Sales from Market	All Markets
Fruits:	(Percent of Markets)					
None	13	11	—	—	—	6
Less than 10	28	16	21	9	—	19
10-19	22	11	17	11	—	15
20-29	13	15	11	17	16	14
30-39	5	5	11	11	—	8
40-69	13	15	17	39	16	22
70-99	—	11	17	5	52	8
100-199	3	11	—	5	16	5
200-more	3	5	6	3	—	3
Total	100	100	100	100	100	100
Total Acreage	950	925	819	1,620	447	4,761
Av. Acreage of Those Raising Fruit	27.1	54.4	45.5	46.3	74.5	42.9
Vegetables:						
None	18	16	55	75	100	43
Less than 10	55	26	33	17	—	34
10-19	18	21	6	5	—	12
20-39	3	16	—	—	—	3
40-59	—	11	—	—	—	2
60-99	3	—	—	3	—	2
100-199	3	5	6	—	—	3
200-more	—	5	—	—	—	1
Total	100	100	100	100	100	100
Total Acreage	391	573	133	104	—	1,201
Av. Acreage of Those Growing Vegetables	11.8	35.8	16.6	11.6	—	18.2

TABLE 18.—Distribution of Selected Tree Fruits Grown, 118 Farm Markets, Northeastern Ohio, 1964.

Acreage of Fruits and Vegetables	Sales from Stand Only	Sales from Market with Storage	Sales from Storage or Packing House	Sales Room in Packing House or Storage	Pick-Your-Own and Sales from Market	All Markets
Apples			(Percent of Markets)			
Less than 10	28	21	28	17	—	22
10-25	15	26	17	23	33	20
25-75	15	16	32	51	33	30
More than 75	2	16	6	6	34	8
None	40	21	17	3	—	20
Peaches						
Less than 10	37	21	33	40	17	35
10-25	13	32	28	34	33	25
More than 25	8	11	11	6	33	9
None	42	36	28	20	17	31
Cherries						
Less than 10	23	48	22	31	50	31
10-25	0	5	—	—	—	1
More than 25	0	—	—	—	—	—
None	77	47	78	69	50	68
Plums						
Less than 10	23	47	47	43	67	38
10-25	3	—	6	3	—	2
More than 25	—	—	—	—	—	—
None	74	53	47	54	33	60
Pears						
Less than 10	33	47	44	54	67	45
10-25	—	—	6	3	—	2
More than 25	—	—	—	3	—	1
None	67	53	50	40	33	52

TABLE 19.—Distribution of Selected Small Fruits and Vegetables Grown, 118 Farm Markets, Northeastern Ohio, 1964.

Acreage of Fruits and Vegetables	Sales from Stand Only	Sales from Market with Storage	Sales from Storage or Packing House	Sales Room in Packing House or Storage	Pick-Your-Own and Sales from Market	All Markets
Grapes			(Percent of Markets)			
Less than 1	5	16	6	2	17	7
1-5	3	11	10	9	17	8
More than 5	—	—	—	9	—	3
None	92	73	84	80	66	82
Berries						
Less than 1	4	16	17	9	17	10
1-5	28	21	17	5	—	17
More than 5	18	16	11	9	17	14
None	50	47	55	77	66	59
Sweet Corn						
Less than 5	50	11	17	17	—	26
5-25	25	41	—	3	—	17
More than 25	2	11	—	—	—	3
None	23	37	83	80	100	54
Potatoes						
Less than 5	25	11	6	—	—	11
5-25	—	11	6	—	—	3
More than 25	2	5	6	3	—	3
None	73	73	82	97	100	83

TABLE 20.—Percentage of Farm Markets Offering Pick-Your-Own and Average Value of Pick-Your-Own Sales, 118 Farm Markets, Northeastern Ohio, 1964.

	Sales from Stand Only	Sales from Market with Storage	Sales from Storage or Packing House	Sales Room in Packing House or Storage	Pick-Your-Own and Sales from Market	All Markets
			(Percent of Markets)			
Pick-Your-Own	30	42	22	31	100	35
None	70	58	78	69	—	65
Average Value of Sales			(Dollars)			
1962	1385	2093	1725	1463	6916	2474
1963	384	682	532	440	3000	869

TABLE 21.—Percent of Customers Who Are Local*, 118 Farm Markets, Northeastern Ohio, 1964.

Percent Local Customers	Sales from Stand Only	Sales from Market with Storage	Sales from Storage or Packing House	Sales Room in Packing House or Storage	Pick-Your-Own and Sales from Market	All Markets
			(Percent of Markets)			
100	3	—	6	6	—	13
90	39	26	70	67	33	46
80	15	26	—	9	17	11
70	29	16	6	6	17	12
60	5	16	6	—	—	5
50	3	16	6	3	33	7
40	3	—	—	—	—	1
30	3	—	—	3	—	2
20	—	—	—	3	—	1
No Estimate	—	—	6	3	—	2
Total	100	100	100	100	100	100

*Local refers to customers within a 5-mile radius.

TABLE 22.—Approximate Annual Gross Sales through Market, 118 Farm Markets, Northeastern Ohio, 1964.

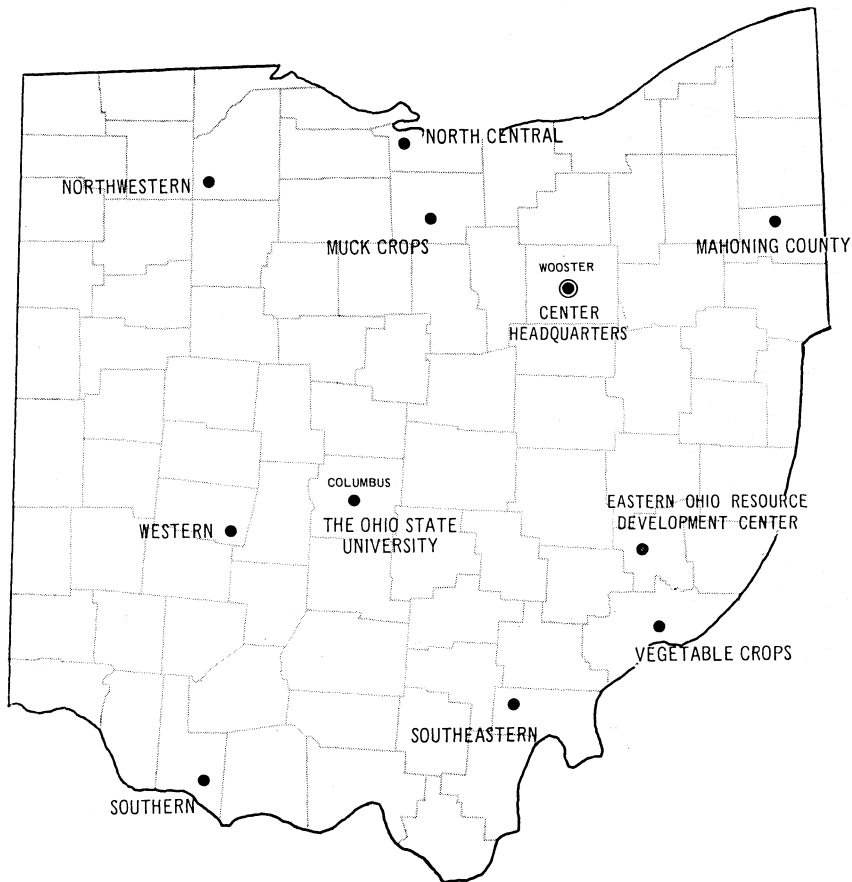
	Sales from Stand Only		Sales from Market with Storage		Sales from Storage or Packing House		Sales Room in Packing House or Storage		Pick-Your-Own and Sales from Market		All Markets	
	1962	1963	1962	1963	1962	1963	1962	1963	1962	1963	1962	1963
Gross Sales	(Percent of Markets)											
Under \$500	3	5	—	—	—	17	—	—	—	—	1	4
500-999	3	10	—	—	6	—	—	3	—	17	2	4
1,000-2,499	30	33	5	—	22	24	9	20	—	—	18	24
2,500-4,999	12	17	10	5	27	17	23	20	17	32	18	18
5,000-7,499	27	7	16	25	22	21	17	14	32	—	22	15
7,500-9,999	8	10	11	5	6	—	9	—	17	17	8	4
10,000-14,999	5	3	11	11	11	6	11	14	17	17	9	8
15,000-19,999	—	3	5	11	—	—	11	5	—	—	4	4
20,000-29,999	3	3	16	—	—	6	5	10	17	—	6	4
30,000-39,999	3	3	16	11	6	—	3	3	—	—	5	3
40,000-49,999	—	—	—	—	—	—	3	—	—	—	1	—
50,000 and Over	3	3	5	11	—	—	—	—	—	—	2	3
No Information	3	3	5	21	—	6	9	11	—	17	4	9
Total	100	100	100	100	100	100	100	100	100	100	100	100
Number of Operators Surveyed	40	40	19	19	18	18	35	35	6	6	118	118
Number Reporting Sales	39	39	18	15	18	17	32	31	6	5	113	107
1962 Total Annual Gross Sales (approx.)	\$534,380		\$320,500		\$113,800		\$314,000		\$70,000		\$1,352,680	
1963 Total Annual Gross Sales (approx.)	\$521,680		\$216,200		\$74,425		\$258,400		\$28,500		\$1,099,205	
1962 Average Gross Sales of All Reporting Sales	\$13,702		\$17,806		\$6,322		\$9,813		\$11,667		\$11,971	
1963 Average Gross Sales of All Reporting Sales	\$13,376		\$14,413		\$4,378		\$8,335		\$5,700		\$10,273	

TABLE 23.—Approximate Total Gross Sales and Average Sales of All Farm Markets in Study Reporting Sales by County for Marketing Years 1962 and 1963.

	Number Markets Reporting Sales	Total Sales for County		Average Sales per Market	
		1962	1963	1962	1963
Ashtabula County	13	\$430,100	\$446,525	\$33,085	\$34,348
Lorain County	19	242,830	227,925	12,781	11,996
Columbiana County	16	237,500	191,700	14,844	11,981
Mahoning County	15	119,900	66,900	7,993	4,460
Trumbull County	12	104,000	42,155	8,667	3,513
Wayne County	15	69,000	47,800	4,600	3,187
Geauga County	9	63,100	68,900	7,011	7,656
Huron County	6	43,250	40,500	7,208	6,750
Ashland County	4	15,600	11,500	3,900	2,875
Knox County	3	11,500	11,000	3,833	3,667
Morrow County	2	4,200	4,200	2,100	2,100

Approximate Total Gross Sales of All Farm Markets in Study Reporting Sales, 1962 — \$1,340,980; 1963 — \$1,159,105.

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Research is conducted by 13 departments on more than 6000 acres at Center headquarters in Wooster, nine branches, and The Ohio State University.

Center Headquarters, Wooster, Wayne County: 1918 acres
Eastern Ohio Resource Development Center, Caldwell, Noble County: 2053 acres

Mahoning County Experiment Farm, Canfield: 275 acres
Muck Crops Branch, Willard, Huron County: 15 acres
North Central Branch, Vickery, Erie County: 335 acres
Northwestern Branch, Hoytville, Wood County: 247 acres
Southeastern Branch, Carpenter, Meigs County: 330 acres
Southern Branch, Ripley, Brown County: 275 acres
Vegetable Crops Branch, Marietta, Washington County: 20 acres
Western Branch, South Charleston, Clark County: 428 acres